



**Alberta
Cattle
Commission**

GRASS

ROUTES

The Alberta cattle producer newsletter.



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Newsletter

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Meetings

ACC calls for provincial plebiscite

Alberta Cattle Commission wants check-off dispute resolved

The Alberta Cattle Commission (ACC) has called for and continues to promote a provincial plebiscite on the issue of the ACC's non-refundable check-off.

The \$1.50 check-off enhances sales of cattle and beef through various promotional, beef advertising, market development and trade policy programs. It is being challenged in the courts by two groups of Alberta producers.

"This dispute threatens the Canadian beef industry's major funding base," says ACC Chairman David Andrews. "The bottom line benefits that accrue to each of our producers will be lost if we can't afford to keep our industry strong and competitive." Independent analysis by the University of Guelph shows producers

received over \$15 per head in additional return from the national promotion and advertising program alone.

The ACC has a strong plan in place to have the dispute settled by a province wide vote of cattle producers – and not the courts.

The decision to hold a plebiscite rests with the Alberta Agricultural Products Marketing Council. It supervises commissions like the ACC, and can call for a plebiscite.

The ACC's pro-plebiscite lobby efforts include a demand that the actual plebiscite question be very clear and concise.

"We don't want any room for confusion," Andrews emphasizes. "Producers can get all the facts at local zone meetings this fall."

Canadians shine at U.S. hearings

The Canadian Cattlemen's Association's recent presentation before the U.S. International Trade Commission (ITC) was well-received.

"Our brief was extensive and very well-prepared," says David Andrews, chairman of the Alberta Cattle Commission and chairman of the Canadian Cattlemen's Association's (CCA) foreign trade committee. "When asked for trade impact specifics, we had them. Our submission included careful economic analysis of the current trading situation," he adds.

Four cattle associations including the National Cattlemen's Association also presented briefs.

The CCA argues that the current state of beef cattle trade between the two countries is the result of natural market forces and not due to government assistance programs.

Similar investigations (1987, 1978) into Canadian - U.S. beef and cattle trade under Section 332 of the U.S. Tariff Act found no grounds for trade action. A decision on the September 9 hearings is expected to be announced early in 1993.

Strength from the **ground up.**



Strong turnout expected at fall meetings

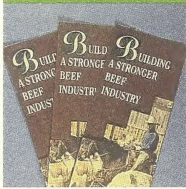
Major issues are expected to draw larger crowds to Alberta Cattle Commission fall zone meetings.

"These zone meetings give all producers a chance not only to elect ACC delegates, but to hold us accountable for the way we handle these issues – and for the way we spend producer money to promote the industry and beef," says ACC Chairman David Andrews.

"The Commission's strength comes from the input of grassroots members," he adds. "We look at what producers want, and then act on it."

To ensure producer access, several meetings are planned for each of the ACC's nine zones.

New communications emphasis



Producers have demanded better communications, and that means a new approach for the Alberta Cattle Commission.

The Alberta Cattle Commission's new communications program meets two expressed needs of beef cattle producers, says Margaret Jensen of Tees, chairman of the producer liaison committee.

It improves two-way communication between producers and their organization. It also allows the ACC to accomplish more – with less money.

"A recent survey of ACC members brought the need for a new plan and approach to the forefront," says Jensen.

The new look features a common theme which underlines the ACC's grassroots base: *Strength from the Ground Up*. "The concept of the ACC as a producer driven association will be used by all committees," adds Jensen.

Several flexible and cost effective communication materials have been developed to serve producers better.

New brochure - A quick reference guide to the ACC mandate and the producers who make it work.

Grass Routes newsletter - A direct link to producers that brings frequent, concise analysis of key issues to help producers make informed decisions.

Local paper updates - Producers will see more information updates in local newspapers. It's a concise, timely and cost effective way to reach cattle producers, and promote local ACC producer contact people.

Other vehicles - A versatile information release format to help the ACC build its profile with the media and other specific audiences; an Annual Report; and an Election Backgrounder.

Water policy crucial

Secure, low-cost access to ample supplies of clean water was the central thrust of the Alberta Cattle Commission's presentation before a provincial review of Alberta's Water Resources Act.

The ACC wants water resources and general environmental legislation to remain separate, and argued against charging for water as if it were a commodity, says Larry Sears of Nanton, chairman of the ACC's government affairs committee.

The ACC also recommended the continued ranking of "Irrigation and Agriculture" ahead of industrial and water power and behind domestic and municipal uses of water.

Lie Swatter launched

One of the Alberta Cattle Commission's newest programs gives beef cattle producers a direct hand in ending misinformation about their industry.

Launched with a mass mailout of 6,000 brochures and promotional fly swatters, the Lie Swatter program gives Alberta's beef

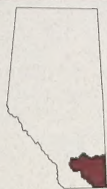
producers a way to fight specific examples of misinformation, says Tony Nichols of Castor, chairman of the public affairs committee.

To Swat the Lies, simply:

1. Keep track of all negative, inaccurate or misleading information.
2. Record date, time and place.
3. Contact the ACC by phone or mail and staff will investigate.



ELECTION BACKGROUNDER



ZONE 1

Zone 1 Includes: County of Vulcan No. 2, County of Newell No. 4, County of Forty Mile No. 8, M.D. of Taber No. 14, M.D. of Cypress No. 1, and that area of Special Area No. 2 that lies south of the Red Deer River

ELECTED BY ACCLAMATION

Arno Doerksen of **Gem** is involved in a grain, hay and beef operation, running a commercial and purebred Hereford cow herd with his father and brother. They also feed cattle for the slaughter market. Arno has been involved in a number of community organizations including the grazing association, athletic club and the local church. He is interested in what the ACC does to help maintain and enhance the strength of the cattle industry.

Sandy Henry is involved in a mixed farming operation along with his family and parents in the **Milo** area. In 1985, he graduated from the University of Alberta with a degree in agriculture. Upon graduation, he moved back to the farm and continued building and streamlining both the grain and cow/calf operations. The cattle industry has always been Sandy's favorite part of the farm workload.

As a delegate of the ACC, Sandy would like to see the myths of red meat consumption continue to be attacked at a consumer level. Also, opening up more market opportunities for cow/calf producers, backgrounders and feeders, both at home and abroad, is going to be important to the future of the industry.

Lawrence Pfeifer helps his son operate a cow/calf operation on the north slope of the Cypress Hills near **Medicine Hat**. He was an ACC delegate for three terms during the early eighties, serving on several different committees during that time. Lawrence believes in the need for a strong and active ACC. He has been involved in numerous community and agricultural organizations for most of his adult life.

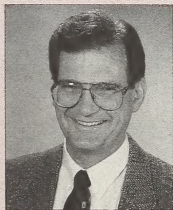
Simon Schonhofer has been directly involved in the cattle industry all of his life. For the past 23 years he's been a director, shareholder and general manager of Majestic Ranches near **Medicine Hat**. He runs approximately 100 Hereford-Red Angus cross cows and operates a 2,000 head finishing feedlot and produces all his own feed on 1,500 acres of irrigated land.

"I would be proud to serve as a delegate for zone one," he says.

Robert Staples and his family run a mixed farm operation at **Bindloss** where his family homesteaded in 1912.

He agrees with the work the ACC is doing and would like to be part of it. "With more and more groups lobbying for power, I believe the ACC must keep getting stronger politically and financially in order to educate those with less understanding of the beef industry. These concerns range from environmental and land use, to health and animal welfare. I hope to help address the concerns of all the cattle producers."

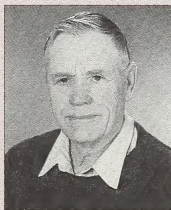
SITTING DELEGATES



David Andrews
Brooks, 362-0378
ACC chairman



Gerald Maser
Manyberries, 868-2423
promotion committee



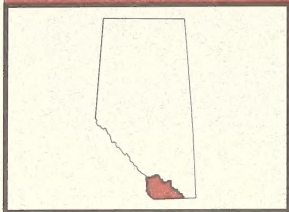
Dale Patterson
Rolling Hills, 964-3929
government affairs
committee



Bill Roen
Duchess, 378-4860
promotion committee



Dave Wallwork
Bow Island, 545-6640
technical committee



ZONE 2

Zone 2 Includes: County of Warner No. 5, County of Lethbridge No. 26, M.D. of Cardston No. 6, M.D. of Pincher Creek No. 9, M.D. of Willow Creek No. 26, I.D. No. 4, I.D. No. 5, I.D. 6 and the Municipality of Crowsnest Pass

ELECTED BY ACCLAMATION

Gary Brown operates a third generation cow/calf and grain operation west of **Stavely**. He has been involved with agriculture all of his life and has also earned a masters degree from Washington State University. He has held offices in local grazing associations and has been active in other associations such as the Stavely Indoor Rodeo.

Gary has spent two years on the ACC and his first year was with the producer liaison committee. He is presently chairman of the market development committee. He believes that market maintenance and helping to facilitate the development of new markets is a key responsibility of the Alberta Cattle Commission.

Lance Carnine is owner and operator of a 6,500 head custom feedyard located north of **Lethbridge**. He is married with four children.

He has served on the board of the Alberta Cattle Feeders' Association for the past six years and currently holds the position of president. He is seeking a third term with the ACC and most recently served on the public affairs committee. Lance wishes to continue working as a delegate for producers to the Commission to maintain the industry's sustainability, and to educate the consumer that the beef industry is a responsible one providing safe and wholesome food for the world.

Keith Everts is married with three children and runs a cow/calf and yearling operation west of **Pincher Creek** in the Gladstone Valley. He is currently a director on the Castle Crown Wilderness Coalition, working proactively to learn and discuss environmental issues on multi-use areas. Keith believes that through communication among users we

can address mutual concerns.

Kim Hanson is a rancher from the Waterton Park area west of **Cardston**. Married with five children, he is the fourth generation on the Birdseye Ranch. He has served as a director and president of the Southern Alberta Cattle Breeders Association, and a director on the Alberta Hereford Association. In his first two year term on the ACC he sat on the promotion committee and was one of the first elected representatives to the Beef Information Centre committee. Kim operates a cow/calf seedstock and background operation.

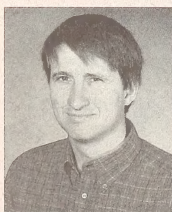
Along with his wife and two sons, **Larry Sears** runs a cow/calf operation southwest of **Stavely**. Previously they were involved in a family operation that included backgrounding calves and running the yearlings on grass.

Larry is completing his eighth year as an ACC delegate. The past two years he served on the executive as the vice-chairman. He is interested in running again because he believes that the ACC is facing some challenging times and there are many issues that will be front and center during the next two years. Larry wants to be involved and feels he can contribute.

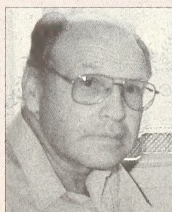
SITTING DELEGATES



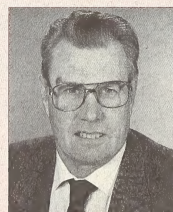
Rick Burton
Claresholm, 625-2234
government affairs
committee



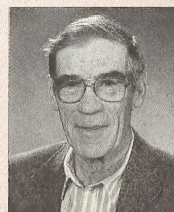
David Keeler
Raymond, 752-4304
technical committee



Ralph Salt
Cardston, 653-2215
producer liaison
committee



Len Vogelaar
Pincher Creek, 627-2078
CCA executive director



Stan Wilson
Nanton, 646-3184
government affairs
committee



ZONE 3

Zone 3 Includes: County of Wheatland No. 16, County of Mountainview No. 17, M.D. of Foothills No. 31, M.D. of Rockyview No. 44, M.D. No.8, I.D. No. 8, I.D. No. 9

ELECTED BY ACCLAMATION

Robert Carr was born at High River and has lived and worked on the family farm all his life. He is married with three children. Robert operates a 2,500 head custom feedlot and farms approximately 2,400 acres near **Okotoks**. He is currently a director of the Little Bow Feeder Association and is on the board of the Okotoks Rural Fire Board. Robert is a past director of the Western Barley Growers Association, past exalted ruler and current chairman of the Okotoks Elks Club, and was a charter member of the Lions Club. Robert also assisted with the Okotoks 4-H Beef Club.

David Foat is owner and operator of a cow/calf operation and mixed farm in the **Carstairs** area. He is a past director of the Foothills Forage Association and a director of the Western Stock Growers' Association. David is a strong believer in the open market system, free enterprise principles and a reduction of federal, provincial and municipal regulation in any industry, particularly agriculture.

He is running for a second term on the ACC.

Doug Jones is a third generation Albertan with a wide experience in agriculture. After 16 years in education, he turned to raising cattle. He has operated a purebred polled Hereford herd near **Sundre** for almost 20 years.

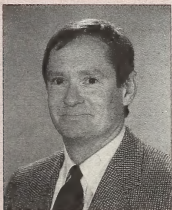
Through participation in the provincial ROP Doug became aware of severe environmental problems affecting the agricultural community. He hopes he can bring this experience to benefit Alberta's cattle producers.

Hugh Kennedy runs a cow/calf operation west of **Turner Valley**. He served on the land use committee and is currently working with the promotion committee. Hugh feels that the Alberta Cattle Commission is working hard to keep beef in the spotlight as a healthy and essential product. He would like the opportunity to continue working with the Commission and on behalf of producers.

Jim Turner currently runs a cow/calf and mixed farm with his father and brother northeast of **Cochrane**. He has just finished an interesting two year term as an ACC delegate, serving on the environment and government affairs committees, and also serving as an ACC representative on the Caroline gas plant livestock monitoring committee.

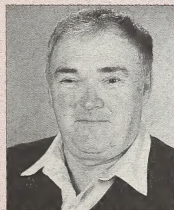
Jim feels the ACC must continue to be a strong voice for the industry and encourages producers to keep their delegates well-informed of their concerns.

SITTING DELEGATES



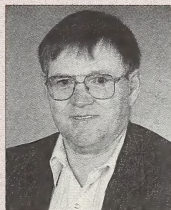
Larry Dayment
Longview, 558-3912

public affairs committee



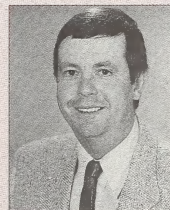
Charles Groeneveld
Okotoks, 938-7843

market development
committee



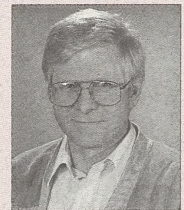
Dan McKinnon
Airdrie, 948-5447

producer liaison and
promotion committees



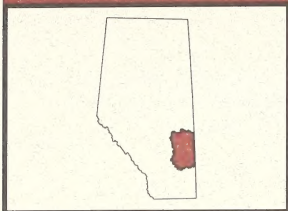
Dennis Overguard
Sundre, 638-2731

public affairs committee



Ben Thorlakson
Airdrie, 948-5434

technical committee



ZONE 4

Zone 4 includes: County of Paintearth No. 18, County of Flagstaff No. 29, M.D. of Acadia No. 34, M.D. of Provost No. 52, M.D. of Wainwright No. 61, and that area of Special Area No. 2 that lies north of the Red Deer River, Special Area No. 3, Special Area No. 4

CANDIDATES

Tim Andrew ranches with his family at **Youngstown**. He has served for one term on the technical committee and this past year on the promotion committee. He was an alternate on the national Beef Information Centre committee since August. Tim feels that the ACC's biggest challenge is to get more of the information that has been developed out to producers and consumers.

Ron Bullick is a mixed farmer east of **Coronation** where he is a partner in a purebred Charolais and commercial operation. Along with his father and brother, Ron runs 170 head of cattle and farms 1,000 acres of grain land. He has been a delegate on the ACC for the past two years.

"It has been a very rewarding two years and I have learned a tremendous amount about the Commission and the cattle industry. I believe that the ACC has a very important role to play for the benefit of the producer. Its voice can help consumers and it can help the government be directed in the right channels. I would like to be part of this for another two years. I believe I can be of some value."

Harold Carter along with his wife and family operate a cattle and grain farm south of **Kinsella**. Over the years Harold has been active in various community activities and for the past four years as an ACC delegate.

"We should try and keep the cattle industry as free of government intervention as possible. At the same time we must listen to the beef consumers, both at home and abroad and do our best to supply them with the type of product they desire."

Melvin Hepp and his family operate a mixed farm north of **Castor** where they run a 65 head cow/calf herd of Hereford/

Simmental cross cattle and grow wheat, oats, barley and canola. He has been actively involved in farm organizations all of his farming life, with most of his attention going to Unifarm and the Alberta Wheat Pool.

He feels strongly that people involved in agriculture must determine their own destiny through farm organizations and that producers must lobby governments to set policy the way producers want, and not have government set policy without strong input from the agricultural community. "The cattle segment of our operation is very important to us, and I would like the opportunity to contribute to this industry by being elected to the ACC."

Darcy Lockhart with his family runs a mixed farm/ranch operation 22 miles south of **Youngstown**. Along with his brothers and father, they run a cow/calf and feedlot program as well as a grain operation. He is involved in the Special Areas Recreation Board and the community club.

"I have a genuine interest in the cattle industry and feel that being a delegate in the Commission will give me a better insight into the promotion of beef. If elected, I'd be happy to represent zone four as a delegate."

Stratton Peake runs a commercial Angus herd near **Finnegan** retaining virgin bulls until slaughter at 13 months. Heifers are retained for the breeding herd or sold as replacements. Heifers and cows are artificially inseminated each year.

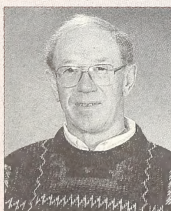
Stratton's interests in the ACC would be to work within the organization and convey the interests of the members to the ACC. "I have a good opinion of Alberta's beef industry and would like to maintain the quality and image of the product we produce."

SITTING DELEGATES



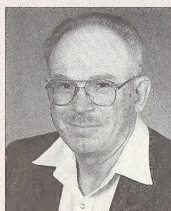
Judy Fenton
Irma, 754-2257

CAP committee chairman



Arnold Guhle
Daysland, 374-2275

technical committee



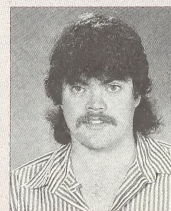
Lorne Maull
Metiskow, 857-3779

government affairs
committee



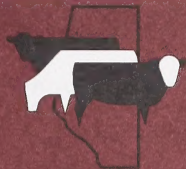
Pat Rutledge
Monitor, 577-2382

finance chairman



Tim Smith
Coronation, 575-2246

technical committee



**Alberta
Cattle
Commission**

1992 ANNUAL REPORT

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Address to Producers

David Andrews
ACC Chairman

Progress Through Cooperation

Karl Schneider
Cattle Industry Committee Chairman

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Our National Voice

Len Vogelaar
Alberta's Executive Director to the CCA

Leading Policy Development

Larry Sears
Government Affairs Committee Chairman

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**Financial Statements and
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Strength From New Markets

Gary Brown
Market Development Committee Chairman

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Margaret Jensen
Producer Liaison Committee Chairman

Promoting Beef's Benefits

Mabel Hamilton
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**Local Promotion Boosts Beef's
Profile**

Carol Wilson
Beef Education Association President

**Volunteers Tell Agriculture's
Story**

Judy Fenton
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Presenting a Positive Image

Tony Nichols
Public Affairs Committee Chairman

**Maximizing Research Benefits
for the Industry**

Fred van Ingen
Technical Committee Chairman

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ADDRESS TO PRODUCERS

The Alberta Cattle Commission (ACC) is recognized by producers, government, consumers and other commodity groups as one of the most effective agricultural organizations in the country. Having served as chairman of the ACC for two years, I am in a unique position to understand the respect that others have for the way the Alberta cattle industry is represented. We are viewed as credible, reasonable and effective - the ingredients necessary for a very powerful influence group.

Alberta's cattle industry has demonstrated its competitiveness in producing high quality feeders and fed cattle. It is not enough to produce the best beef in the world, we have to sell it as well. The key to future prosperity will be to maintain our competitive position in the Canadian market and in expanding export markets. It means understanding our markets, knowing the products needed by those markets and continually strengthening our production and marketing environment.

A key factor in our success will be to maintain the credibility of our producer organization.

MAINTAINING TRADE CHANNELS

Access to world markets cannot be taken for granted. Cattle producers in the United States are very sensitive to increasing Canadian cattle and beef exports. They believe the National Tripartite Stabilization Program (NTSP) gives Canadian cattlemen an unfair advantage. As a result, we must deal with tripartite soon or face increased pressure from the U.S. cattle industry. Our continued involvement in the development of international trading rules through the General Agreement on Tariffs and Trade, the Canada-United States Free Trade Agreement, and the North American Free Trade Agreement on tariff and non-tariff trade barriers and defining subsidies is essential.

The Canadian Cattlemen's Association (CCA) was successful in obtaining an extension of the countervailing duty against export subsidized European beef. The trade committee is now very busy responding to an U.S. government 332 investigation into the competitiveness of the beef industry in Canada and the United States. This investigation results from political pressure applied by some U.S. cattle producers who are seeking a countervail against Canadian cattle and beef.

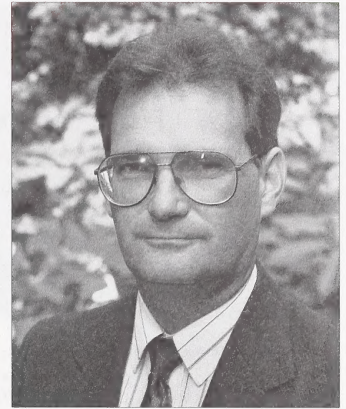
GROWTH THROUGH NEW MARKETS

We need more resources for our market development programs to compete successfully for market share against well-funded market development agencies in the United States, Australia, New Zealand and Europe.

The ACC market development committee partners with government and the packing industry to enhance Alberta's share of beef markets. In Eastern Canada and

the Pacific Northwest of the United States, it's the Partners Program, and right here at home evaluating the opportunity for a new identified Alberta beef marketing program. Despite increasing pressure from imported product, aggressive marketing by Alberta packers coupled with our organized market development program, have actually increased Alberta's share of the beef market in Eastern Canada.

The Canada Beef Export Federation grew out of the ACC market development committee's international activities. Today it is an industry and government funded agency, directed by a partnership between cattle producers and meat packers that is concentrating its resources on opportunities for marketing in the Pacific Rim. The strategy of providing an environment for packers and retailers or importers, to meet and match market opportunities with product has been an effective one.



**ACC
Chairman**

**David
Andrews**

EDUCATING CONSUMERS IS VITAL

National and provincial promotion and public relations programs are the backbone of the organization's efforts and as such use over two-thirds of the ACC budget. A great deal of our credibility is due to enhanced industry profile resulting from our success in promoting our product and our industry. A University of Guelph study indicates that our promotion dollars are returning at least \$5 for every \$1 spent. The emphasis currently is on fitness and health. The Beef Information Centre's involvement with the Sport Medicine Council of Canada combined with gold medalist Mark Tewksbury's powerful nutrition message about beef, will see us through another successful season for beef advertising.

RESEARCH DRIVES COMPETITIVENESS

Alberta cattle producers will have a report card this fall on the first full year of funding selected research. It's essential. A competitive industry needs to understand markets and marketing, have product to fit those markets, and production and technology to adapt to those markets. The ACC technical committee has developed an effective process for evaluating research needs, reviewing existing data and approving necessary projects.

The tremendous health status of the Canadian beef industry is a valuable asset for cattle and beef producers as well as for marketers of purebred cattle and genetics. The ACC was concerned that imports of exotic animals could increase disease risk, particularly tuberculosis, which could put the industry at risk. The ACC technical committee established the groundwork for animal health protocol



BOARD OF DIRECTORS

(left to right): Karl Schneider, Mannville; Pat Rutledge, Monitor; Arnold Hanson, Viking; Mabel Hamilton, Innisfail; Bob Balisky, Debolt; Ben Thorlakson, Airdrie; David Andrews, Brooks; Norman Kuntz, Minburn; Len Vogelaar, Pincher Creek; Tom Livingston, Duchess; Larry Sears, Stavelly; Gary Brown, Stavelly; Fred van Ingen, Redwater; Tony Nichols, Castor; Margaret Jensen, Tees
missing: George Schoepp, Stony Plain

regarding imported animals that has been adopted as the official position of the CCA. A major conference on these issues was organized by the CCA and held October 20, 1992 in Ottawa.

ENTRENCING CATTLE PRODUCERS' RIGHTS

Protection of cattle producers' rights to produce are as important to maintaining competitiveness as maintaining and enhancing markets. The trend toward the

translation of public concerns about environment, animal rights and property rights into legislation and regulation requires monitoring and appropriate action. Government looks to the ACC for advice on the policy environment that will be acceptable to the industry and we work hard, sometimes with other agricultural groups, to develop policy for the industry. The Environmental Risk Assessment of the Alberta beef industry was undertaken by the ACC as a proactive response to the need for the industry to assess our vulnerability on these issues.

Some aspects of the environment protection and enhancement legislation would have been found unreasonable and restrictive by the industry. The ACC and other groups intervened on behalf of the industry to address these concerns. Water policy may prove to be an even bigger issue as the province reviews legislation. The ACC has a representative on the Bow River Water Quality Council, whose recommendations may set the tone for catchment basin water policy for the rest of the province.

Defence of property rights is the basic principle at the core of many of these issues. We have the responsibility to care properly for our land and animals, and we have the right to enjoy the responsible use of our property. Access to leased and private land is only the first attack on these rights. Well-funded and committed animal rights activist groups want to end the use of animals for human benefit. Their immediate goal is to reduce beef consumption by 50 per cent.

BUILDING A STRONG VOICE

The industry must be prepared to work together if we are going to successfully meet the challenges we face. Toward this end, the ACC facilitated setting up a cattle industry

committee involving the various stakeholder groups from all parts of the industry. This committee has provided discussion and input on vital issues like safety nets and NTSP, brand inspection, grain transportation issues and environmental legislation. The cattle industry committee provides an opportunity for the industry to present a consistent, less fractured and better informed industry position and will facilitate policy development.

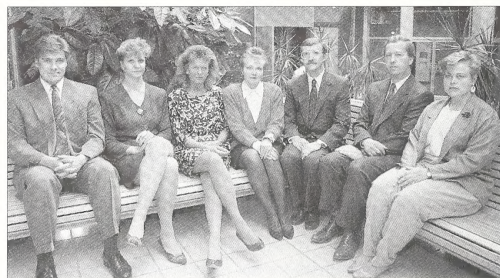
COMMUNICATION IS KEY

The producer liaison committee is developing a new strategy for communicating with producers. The format of this fall's annual report is one example. Use of advertorials to discuss timely issues in local newspapers, a new producer brochure, assisting delegates to communicate at the grassroots level and other improved communication vehicles are also new. The key to good communication within the Alberta cattle industry will always be an effective and informed body of elected delegates, and we will concentrate on providing your delegates with tools they will need.

This past year the ACC has been challenged legally and publicly from within the industry. These challenges have undermined the credibility of the organization with other agricultural groups, with the public and with government. The board of directors is recommending a producer plebiscite on the continued existence of the Commission with a non-refundable check-off in order to maintain the credibility of the ACC.

I have tried to demonstrate the continuing need for an effective, well-funded organization that can meet the challenges of the future as successfully as they have been handled in the past. The cattle producers of this province have received good value for the check-off dollars spent through the ACC by their elected representatives.

David Andrews, Brooks
Chairman



ALBERTA CATTLE COMMISSION STAFF:
(left to right): Ron Glaser, Public Affairs Assistant; Marion Jorgensen, Receptionist; Julie Pidhirney, Office Manager; Joanne Lemke, Manager, Public Affairs; Gary Sargent, General Manager; Gordon Mitchell, Manager, Operations & Extension; Marjorie Mann, Research Coordinator

PROGRESS THROUGH COOPERATION

The 1991 annual general meeting established the cattle industry committee to provide a forum for all groups concerned with our industry to identify areas of common concern. In its first year of operation, the committee broke new ground in the field of cooperation between cattle related organizations in Alberta.

To date, two meetings have been held with representation from the Western Stock Growers' Association, Alberta Cattle Feeders' Association, Alberta Milk Producers Society, Alberta Milk Fed Veal Grower's Association, Alberta Canada All Breeds Association and the Alberta Auction Markets Association. These meetings have proven useful in establishing a means of improving communication within the industry. Issues such as the future of the National Tripartite Stabilization Program, dealer bonding and licencing, Right to Farm legislation, and animal health were among the topics discussed.

A small working group of cattle industry committee representatives has been working with the Regulatory Services Department of Alberta Agriculture on the whole issue of brand inspection and the costs of those services.

The cattle industry committee has the potential to coordinate future lobbying efforts, when it is advisable to speak to government with a strong and unified voice.

I would like to take this opportunity to thank the organizations and individuals involved in helping to make the cattle industry committee's first year a successful one.

Karl Schneider, Mannville
Cattle Industry Committee Chairman



**Cattle
Industry
Chairman**

**Karl
Schneider**

OUR NATIONAL VOICE

Space does not permit me to discuss all the issues that the Canadian Cattlemen's Association (CCA) deals with during the course of the year. I'll highlight a couple of the issues I believe may impact the cattle industry the most during the next couple of years.

Undoubtedly the most important issue to the industry will be ongoing, unhindered access to foreign markets. Access can be impeded by many different means such as perceived health problems, tariffs, border obstructions, custom clearance procedures, regulations, countervail etc. All of the above mentioned problems have been addressed by the CCA at one time or another.

The present high priority item, of course, is the investigation by the U.S. government whether the current level of live cattle and beef exports from Canada to the United States has a negative impact on U.S. cattle prices. It will evaluate whether harm is done to the U.S. cattle industry and if the current levels of exports are due to subsidies provided by the Canadian federal and provincial governments.

The CCA had to deal with a similar investigation five years ago and was successful in convincing the U.S. investigators that Canadian beef and cattle exports did not have a detrimental impact on the U.S. industry. The CCA expects to contribute to a similar outcome this time.

Findings of this so-called U.S. 332 investigation do not automatically lead to a countervail. That is a

different process altogether. The conclusion can be used if the decision is made to proceed with a countervail action. That decision has not been made and will not be made until sometime in 1993.

Another issue that will impact the Alberta cattle industry is how successful the CCA will be influencing the direction and development of subsidy programs. The safety net committee is guided by a policy that is committed to the marketplace as the decision maker on where the cattle industry will focus its attention, and on two resolutions passed at the recent annual and semi-annual CCA board meetings.

One resolution requests signatories of the National Tripartite Stabilization Program (NTSP) agreement to lower the net benefit ceiling from eight per cent to six per cent. The other resolution requests signatories to limit any monthly payment under the NTSP slaughter program to no more than \$50 per head. There are also initiatives underway to reach a consensus on the post NTSP environment.

A Net Income Stabilization Account (NISA) for the cattle industry is not progressing. Governments are not prepared to extend NISA to the red meat sector while the NTSP is in place. Yet the market and commodity neutrality of the NISA concept is attractive to the CCA.



**Alberta's
Executive
Director to
the CCA**

**Len
Vogelaar**

Unfortunately, until agreement is reached on NISA, cattle producers have to participate through coefficients to benefit under the grain component. The unfairness of that procedure is unacceptable to the CCA. Cow/calf producers, if they use grain forages or grains to maintain their herd, will continue to be discriminated against.



**Government
Affairs
Chairman**

**Larry
Sears**

LEADING POLICY DEVELOPMENT

Despite drastic changes in other parts of the world over the last year, some of the issues this committee tries to deal with stubbornly refuse change. It has been rather frustrating to watch a couple of our main thrusts reach a critical point and then stall.

We feel that this is the case with the method of payment issue. Currently, any meaningful decision or movement on this archaic and unfair tax seems highly unlikely at

best. The federal government is in an election mode and does not want to rock the boat, and so is again studying this and related issues, to address the transition phase. We have recently made presentations to the Grains and Oilseeds Review Panel, outlining our thoughts on the Western Grain Transportation Act, North American barley market, feed freight assistance, and deficits in the Canadian Wheat Board pool accounts.

Our framework committee looking at safety net support programs has had extensive consultation with the provincial government and federally through the Canadian Cattlemen's Association. We appear to be making some slow progress here on ultimate withdrawal from the National Tripartite Stabilization Program, and replacement of it with an income averaging trust account. The format of this account has yet to be finalized, but I believe we have enough guidelines to provide a good template. The program should be tied to gross income with a cap; there should be very little if any public dollars, other than the tax benefits from the tax deductibility of it; and that this be the single program available other than true insurance schemes. It appears the biggest hurdle here is approval of the federal Finance Department. This trust account proposal would have the same results as a whole farm Net Income Stabilization Account, without all of the problems associated with it.

With vigilance and diligence on behalf of Alberta Agriculture and the Farmers' Advocate, we again

Your CCA directors welcome questions you may have on any issue in which the CCA is involved.

I hope that at least this short article has been somewhat helpful and convinces Alberta cattle producers of the need for a strong national organization.

**Len Vogelaar, Pincher Creek
Alberta's Executive Director to the CCA**

detected and dodged the latest bullet from Alberta Environment with regards to the Environmental Protection and Enhancement Act. We have gained a "qualified exemption" through the Farm Practices Board, which is a peer group reviewing practices and procedures - prior to Alberta Environment being able to move against us. We must continue to monitor the development of this legislation to ensure that we as an industry can remain viable and competitive.

The access, trespass and lease problems have still not been dealt with, in spite of indications from government that the decision had been made. Obviously we must turn up the heat on this issue if we expect results before this government also gets into an election mode. On a related matter, the hunting rights of Treaty Indians have been spelled out quite clearly in that they cannot access occupied land without permission. Their attempts at further appeals have been denied.

We have at time of writing, embarked on plans to hold a seminar on Coordinated Resource Management with an emphasis on riparian related issues, October 16-17, 1992 in Calgary. We have had enthusiastic support from Alberta Agriculture; the Department of Forestry, Lands and Wildlife; the Society of Range Management and Wildlife Habitat Canada. We appreciate their help and guidance and hope this will be the catalyst needed to change the planning process in Alberta.

Lastly, I would like to thank the committee members for their patience and direction, and encourage them to remain involved to enable us to finetune this committee so that it can effectively address all its responsibilities.

**Larry Sears, Stavelly
Government Affairs Committee Chairman**

Auditors' Report

TO THE DIRECTORS AND ZONE REPRESENTATIVES

We have audited the consolidated balance sheet of the Alberta Cattle Commission as at March 31, 1992 and the statements of operations and producers' equity and changes in financial position for the seven months then ended. These financial statements are the responsibility of the Commission's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the Commission as at March 31, 1992 and the results of its operations and the changes in its financial position for the seven months then ended in accordance with generally accepted accounting principles.

Peat Marwick Thorne

Chartered Accountants

Calgary, Canada
May 8, 1992

ALBERTA CATTLE COMMISSION

Balance Sheet

March 31, 1992, with comparative figures for August 31, 1991

	1992	1991
ASSETS		
Current assets:		
Cash and short-term investments	\$2,905,707	\$3,233,849
Fees receivable	579,903	253,631
Interest receivable	139,858	101,799
GST receivable	18,936	19,975
Note receivable	8,000	6,000
Less: provision	(4,000)	-
	4,000	6,000
	3,648,404	3,615,254
Capital assets (note 2)	56,104	53,660
	\$3,704,508	\$3,668,914
LIABILITIES AND PRODUCERS' EQUITY		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 379,869	\$ 163,392
Producers' equity (note 3):		
Promotion reserves:		
National promotion reserve	1,863,119	1,782,404
Provincial promotion reserve	39,474	48,083
	1,902,593	1,830,487
Canadian Cattlemen's Association reserve	75,711	75,711
University of Alberta research trust reserve	-	50,000
Operations and project surplus	1,346,335	1,549,324
	3,324,639	3,505,522
Commitments and contingency (note 4)		
	\$3,704,508	\$3,668,914

See accompanying notes to consolidated financial statements.

Approved by the Board:



David Andrews, Director



Pat Rutledge, Director

ALBERTA CATTLE COMMISSION

Statement of Operations and Producers' Equity

Seven months ended March 31, 1992, with comparative figures for year ended August 31, 1991

	1992	1991
Revenue:		
Fees	\$3,397,705	\$4,717,430
Less dealers' rebates	25,380	31,649
	3,372,325	4,685,781
Investment income	184,428	355,643
	\$3,556,753	\$5,041,424
Expenses:		
National promotion and Beef Information Centre	2,034,999	3,037,124
Canadian Cattlemen's Association	208,370	399,211
Board and delegates:		
General meetings	90,769	128,716
Executive committee	29,981	94,150
Board meetings	46,119	77,802
Elections	47,813	39,507
Zone	27,071	34,777
Committee expenses:		
Technical committee	384,813	136,028
Producer liaison committee	234,257	183,225
Promotion committee	160,173	174,971
Market development committee	71,909	100,000
Government affairs committee	33,646	53,561
Public affairs committee	15,218	91,668
Cattle industry committee	889	-
Office and administration	281,738	406,214
Legal and audit	46,881	32,390
Special projects	4,681	-
Amortization of capital assets	18,309	22,624
Joint Market Promotion and Development Program fund	-	182,668
Feeder Fax Market Information Program fund	-	6,687
Transfer to Feeder Fax Market Information Program fund	-	46,300
	\$3,737,636	\$5,247,623
Excess of expenses over revenue	180,883	206,199
Producers' equity, beginning of period	\$3,505,522	\$3,711,721
Producers' equity, end of period	\$3,324,639	\$3,505,522

See accompanying notes to consolidated financial statements.

ALBERTA CATTLE COMMISSION

Statement of Changes in Financial Position

Seven months ended March 31, 1992 with comparative figures for year ended August 31, 1991

	1992	1991
Cash provided by (used in):		
Operations:		
Excess of expenses over revenue	\$ (180,883)	\$ (206,199)
Add items not involving cash:		
Amortization of capital assets	18,309	40,453
Provision on note receivable	4,000	-
	(158,574)	(165,746)
Change in non-cash working capital	(148,815)	17,932
	(307,389)	(147,814)
Investment:		
Additions to capital assets	(20,753)	(47,561)
Decrease in cash position	(328,142)	(195,375)
Cash position, beginning of period	3,233,849	3,429,224
Cash position, end of period	\$2,905,707	\$3,233,849
Cash position consisted of:		
Cash	\$ 305,939	\$ 846,337
Treasury bills	501,683	371,091
Government bonds	2,098,085	2,016,421
	\$2,905,707	\$3,233,849

See accompanying notes to consolidated financial statements.

Notes to Financial Statements

Seven months ended March 31, 1992

General:

The Alberta Cattle Commission operates under the regulations of the Marketing of Agriculture Products Act of the Province of Alberta for the purpose of improving the economic well-being of the cattle industry in Alberta. Under the regulations of the act, the Commission is entitled to receive a fee for cattle marketed in the Province of Alberta. The fee allowed for the current period was \$1.50 per head. This fee is deducted from the proceeds payable to the seller and is remitted to the Commission by each licenced livestock dealer.

The Commission changed its year end from August 31 to March 31. The change was approved by the zone representatives at the annual general meeting.

1. Significant accounting policies:

Capital assets:

Capital assets are stated at cost. Amortization is provided on the straight-line basis using the following annual rates:

Asset	Rate
Computer equipment	33-1/3%
Furniture and fixtures	20%

ALBERTA CATTLE COMMISSION

Notes to Financial Statements (continued)
Seven months ended March 31, 1992

2. Capital assets:

	1992		1991	
	Cost	Accumulated depreciation	Net book value	Net book value
Computer equipment	\$52,288	\$31,180	\$21,108	\$22,287
Furniture and fixtures	65,330	30,334	34,996	31,373
	\$117,618	\$61,514	\$56,104	\$53,660

3. Producers' equity:

	National Promotion Reserve	Provincial Promotion Reserve	Canadian Cattlemen's Association Reserve	University of Alberta Research Trust Reserve	Operations and Project Surplus	Total
Balance, beginning of period	\$1,782,404	\$48,083	\$75,711	\$50,000	\$1,549,324	\$3,505,522
Revenue	2,153,914	113,364	-	-	1,289,475	3,556,753
Expenses	(2,034,999)	(160,173)	-	(50,000)	(1,492,464)	(3,737,636)
Transfer from National to Provincial Promotion Reserve	(38,200)	38,200	-	-	-	-
Balance, end of period	\$1,863,119	\$39,474	\$75,711	\$ -	\$1,346,335	\$3,324,639

4. Commitments and contingency:

(a) The Commission leases office space and equipment under leases which expire at varying times over the next five years. The future minimum lease payments, in the aggregate and for each of the five succeeding years, are as follows:

1992 - 1993	\$ 71,000
1993 - 1994	59,000
1994 - 1995	42,000
1995 - 1996	23,000
1996 - 1997	23,000
	\$218,000

(b) Two legal actions are outstanding against the Commission claiming that the Marketing of Agricultural Products Act is beyond the authority of the Province of Alberta and as such should be declared void. The Commission's entitlement to collect fees for cattle marketed is dependent on the provisions of the Act. This action is being defended by the Commission in conjunction with the Province of Alberta.

5. Comparative figures:

Certain comparative figures have been reclassified to conform with the current period's presentation.

ALBERTA CATTLE COMMISSION

Operations Budget

	Proposed 1993/94 Budget	cents per head	Current 1992/93 Budget	cents per head
Revenue:				
Fees	\$4,950,000	150.00	\$4,950,000	150.00
Less:				
Dealer's rebate (note 1)	(33,000)	-1.00	(33,000)	-1.00
Promotion levy rebates on export cattle (note 2)	(100,000)	-3.03	(80,000)	-2.42
	4,817,000	145.97	4,837,000	146.58
Investment income (note 3)	93,931	2.85	275,000	8.33
Total revenue	\$4,910,931	148.82	\$5,112,000	154.91
Expenses:				
Beef Information Centre (note 4)	\$2,670,000	80.91	\$3,359,000	101.79
Canadian Cattlemen's Association (note 5)	351,400	10.65	390,000	11.82
Board and delegate expenses				
General meetings (note 6)	90,000	2.73	124,000	3.76
Executive committee	50,000	1.52	58,000	1.76
Board meetings	73,500	2.23	82,000	2.48
Zone expenses	47,750	1.45	46,650	1.41
Elections	46,000	1.39	39,500	1.20
Committee expenses				
Market development (note 7)	185,000	5.61	225,000	6.82
Promotion (note 8)	204,620	6.20	262,120	7.94
Technical (note 9)	426,000	12.91	470,000	14.24
Producer liaison (note 10)	235,750	7.14	306,780	9.30
Public affairs	25,000	0.76	65,000	1.97
Government affairs	35,000	1.06	48,000	1.45
Cattle industry (note 11)	2,000	0.06	-	-
Office and administration	492,024	14.91	499,100	15.12
Legal and audit (note 12)	89,000	2.70	50,600	1.53
Depreciation	25,000	0.76	26,000	0.79
Total expenses	\$5,048,044	152.97	\$6,051,750	183.39
Excess of expenses over revenue	\$137,113	4.15	\$939,750	28.48
Cash expenditures on fixed assets	21,000	0.64	25,500	0.77
Reduction in producers' equity	\$158,113	4.79	\$965,250	29.25
Producers equity (beginning of period)	\$2,359,389		\$3,324,639	
Producers equity (end of period)	\$2,201,276		\$2,359,389	

CAPITAL BUDGET

Office and computer equipment	\$ 15,000	\$ 16,500
Furniture and fixtures	6,000	9,000
	<u>\$ 21,000</u>	<u>\$ 25,500</u>

ALBERTA CATTLE COMMISSION

Notes to the Budget

1. The ACC allows livestock dealers and markets to deduct one cent per head for collecting and remitting the check-off.
2. The ACC offers to rebate one dollar per head to producers exporting cattle to the United States who have paid both the mandatory U.S. and ACC check-offs.
3. The 1993/94 investment income reflects lower producer equity and lower interest rates.
4. The 1992/93 BIC budget included \$300,000 of the \$500,000 BIC Olympic promotion funding.
5. The 1993/94 budget reflects the changes in the method of assessing CCA membership fees resulting in a lower assessment to the ACC.
6. A semi-annual meeting of the ACC delegates is not planned for 1993/94.
7. The 1993/94 budget includes \$130,000 to fund the Pacific Rim market development activities of the Canadian Beef Export Federation.
8. The promotion committee expenses include the provincial promotion, the Beef Education Association (BEA) and Classroom Agriculture Program (CAP) activities. The 1992/93 figures include funding for the Alberta Beef Congress and the Canadian National Culinary Team sponsorships.
9. Research spending has been reduced from \$450,000 in 1992/93 to \$400,000 in 1993/94.
10. The 1992/93 figures include the one time costs associated with developing a new producer communication program. These funds were freed up by the cancellation of the calendar, radio program and our involvement in the Agri-Net market information service.
11. The 1992/93 cattle industry committee expenses were included in the executive committee expenses.
12. Legal and audit expenses include the expected costs of defending the ACC's existence and check-off in two court challenges.

Beef Information Centre and Canadian Cattlemen's Association Budgets 1992 - 1993

Beef Information Centre Budget 1992 - 1993

Revenues

1. Alberta	\$ 2,900,000	58.80%
2. Ontario	850,000	17.53%
3. Saskatchewan	650,000	13.40%
4. British Columbia	300,000	6.19%
5. Manitoba	60,000	1.24%
6. Maritimes	12,500	0.26%
7. Breed associations	5,000	0.10%
8. Interest and rebates	72,317	1.49%

\$4,849,817

Expenses

1. Advertising	\$2,825,000	57.51%
2. Administration	1,222,500	24.89%
3. Product Promotion	450,000	9.16%
4. Industry information and liaison	185,000	3.77%
5. Public relations	130,000	2.65%
6. Nutrition and health	50,000	1.02%
7. Consumer education	50,000	1.02%

\$4,912,500

Excess expenses over revenue \$62,683*

* The BIC deficit will be covered by carry over funds.



Canadian Cattlemen's Association Budget 1992 - 1993

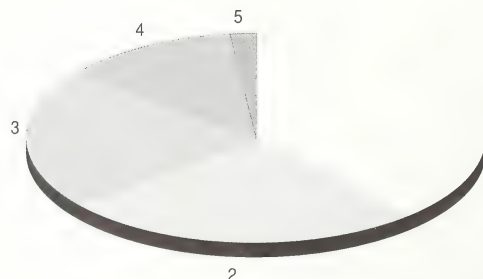
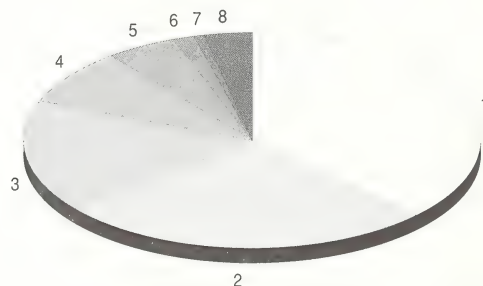
Revenues

Provincial assessments

1. Alberta	\$309,400	37.26%
2. Ontario	222,700	26.82%
3. Saskatchewan	140,600	16.93%
4. Manitoba	70,000	8.43%
5. B.C.	40,800	4.91%
6. Maritimes	12,400	1.49%
7. Interest	6,500	0.78%
8. Other income	28,000	3.37%
	\$830,400	

Expenses

1. Remuneration	\$319,700	38.50%
2. Operations	212,300	25.57%
3. Travel	183,400	22.09%
4. Environment	100,000	12.04%
5. Miscellaneous	15,000	1.81%
	\$830,400	



STRENGTH FROM NEW MARKETS

In order to keep abreast of market opportunities, the market development committee of the Alberta Cattle Commission (ACC) has structured itself with three working groups to focus on geographic market areas: Alberta, North America and the Pacific Rim. A committee representative, along with Alberta Agriculture trade officials, is also exploring possibilities and markets for Halal beef.

The Alberta market group is focusing on investigating the possibility of an identified Alberta beef marketing program for product sold within and hopefully outside Alberta. Prior to proceeding, a thorough review of current and existing research on aging, tenderness, consumer attitudes, consumer buying habits and product branding must be completed. The availability of cooler space and associated costs must be determined. Price sensitivity tests are crucial and the retail and packer sectors must be approached for their input.

Our North American market is approached on a basis of both market maintenance and development of new markets. In the Quebec market, a Partners Program for Alberta beef continued and was successful. Our committee worked closely with Alberta Agriculture bringing in buyers from both Quebec and the U.S. Pacific Northwest to tour Alberta's beef plants. Comments were positive and this effort has resulted in significant sales of Alberta beef.

The Pacific Rim market includes areas such as Japan, Korea, Singapore, Taiwan, Hong Kong and Thailand. The Canadian ambassador to Korea met with packers, the ACC, the Canadian Cattlemen's

Association, the Canada Beef Export Federation (CBEF), and provincial and federal agriculture representatives to discuss tariffs and trade restrictions affecting market access for Canadian beef products. A buyer delegation from Taiwan was hosted at the ACC office as part of a trade mission visiting the Alberta industry. The Taiwan group was impressed with packer facilities and standards, as well as the quality of Alberta beef. Japan is currently and potentially our largest market in this geographic area, and remains a priority. Our committee participates in market development of this region through direct funding to the CBEF. Offices and staff are established in Calgary and Tokyo.

During the year, the market development committee has joint ventured the development of a promotional video with a major packer, and also worked with Alberta Agriculture to develop an updated Alberta beef video and promotional brochure. These materials are developed specifically for both domestic and international buyers.

The committee works with a wide spectrum of individuals, private enterprise and government agencies. It is our objective to enhance the networking capability of these groups, and by doing so, develop greater market opportunities.

Gary Brown, Staveland
Market Development Committee Chairman



**Market
Development
Chairman**

**Gary
Brown**

RENEWED COMMITMENT TO COMMUNICATION

"If the earth had waited for a precedent, it never would have turned on its axis!"

Maria Mitchell, astronomer (1818-89)

With the above quote in mind, this year's producer liaison committee got right down to business at the first meeting with a review of the resolutions from the annual general meeting. We realized that any committee that receives notice to disband (albeit tabled until next year), and a further resolution to "seriously consider the cost effectiveness of the committee" had to review, renew and regenerate to produce results.

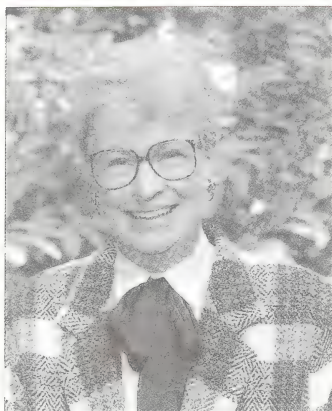
The first committee meeting reviewed the 1991 membership study completed by a market research firm. The results of the study were thoroughly discussed and a course of action developed to accom-

plish the following goals:

- develop an effective communications program to inform producers,
- communicate clearly to producers the Alberta Cattle Commission's role and vision,
- be very cost conscious and cost effective, and
- increase the role of the delegate as the means of communication between the producer and their organization.

A number of cost cutting measures were taken by this committee. We:

- cancelled the radio program,
- opted out of Agri-Net,
- terminated the producer liaison coordinator position,
- established budget for sponsorship awards,
- proceeded with a mailing list update, and
- developed a cost effective committee meeting system.



**Producer
Liaison
Chairman**

**Margaret
Jenson**

Secondly, a public relations company was contracted to overhaul and revamp our existing communications program. They assisted the committee in producing an excellent producer brochure, which clearly states what we do and why. We have also developed a program for increasing the delegate's role and responsibility to the producer.

Third, the committee has had to struggle with rate code changes from Canada Post, and a mailing list update that has proved exasperating, both from the human and the computer side. Simply stated, it is becoming very expensive to mail in volume and Canada Post is becoming increasingly difficult to deal with. However, our able staff have met all the challenges so far, and as every farmer has said at least once in their lifetime "next year has to be better".

To summarize, the committee has worked very hard at achieving the goals defined at the first meeting. We have had to tackle some very difficult decisions in a very short timeframe, as well as maintain our previously established programs like Rural Crime Watch. New programs such as the Environmental Stewardship Award, and *Lie Swatter* (cost shared with the Beef Education Association and the public affairs committee) were only initiated after much discussion and a full examination for cost effectiveness.

Finally this committee will continue to set precedents. It will continue to explore cost effective means of communication with our membership so that we increase awareness and knowledge of ACC activities. A strong precedent setting producer liaison committee will create a strong precedent setting Alberta Cattle Commission.

**Margaret Jensen, Tees
Producer Liaison Committee Chairman**



**Promotion
Chairman**

**Mabel
Hamilton**

PROMOTING BEEF'S BENEFITS

Beef for Peak Performance....An Olympic promotion that turned golden! When the Beef Information Centre (BIC) committee approved the plan to do a comprehensive Olympic promotion, everyone agreed that using top athletes was a positive way to promote beef's "good for you" message. We were confident that Mark Tewksbury had a good beef message to tell, but the bonus was his tremendous talent as a spokesperson. His sincerity and wholesomeness make him appealing to all

ages. Besides speaking engagements, we have featured him in magazine ads, an Olympic recipe brochure, retail promotions and most significantly our new TV commercial.

Another development has been the Sport Nutrition for the Athletes of Canada (SNAC) program developed by the BIC and the Sport Medicine Council. This workbook/video developed for athletes and coaches has been very well-received, with orders coming in steadily.

Although the Olympic promotion has been a major focus for the BIC, many other excellent programs are ongoing.

On the Alberta promotion front a number of exciting ventures have taken place.

The Alberta Cattle Commission is a major sponsor of the Canadian National Culinary Team. Although it may be difficult for producers to see direct results of this sponsorship it must be remembered that it is extremely prestigious to be on the team. Those chefs not selected follow the activities very closely and if they can see the team committed to beef, the ripple effect occurs. Similarly at the Olympic level, chefs worldwide observe the proceedings and can be influenced by a commitment to beef. As well, the Commission was a sponsor of the 1992 Alberta Culinary Arts Salon. Prizes were offered as incentives to all chefs to present interesting ways to showcase Alberta beef.

Alberta promotion was also involved in the Alberta Beef Congress at Red Deer. We had Heart Smart Author Anne Lindsay speak at a luncheon targeting health professionals. There was a restaurant promotion/contest featuring Alberta beef, plus a very strong school program featuring an auction.

New to our agenda will be a Beef in the Classroom campaign. We will be encouraging the use of beef in food studies courses at senior high level. The program will pilot in Calgary with teachers receiving resource kits as well as matching funds for beef purchases. Extensive pre/post evaluations will be done.

If I had a wish list as chairman of promotion it would be for every consumer in Canada to eat beef at least four times a week. In order to accomplish this dream, or in reality to even hold our current level of consumption, we must ensure that the consumer can

enjoy beef without worrying about it being unhealthy or feeling guilty about beef's effect on the environment. Plus the product must have quality every time, be trendy, be convenient, be cost effective, come in an environmentally friendly package, have longer shelf life, be recommended by your doctor and be endorsed by at least one star! We have the star; the BIC and

Alberta promotion will continue to address these other concerns.

We have had an exciting and eventful year. Beef - turns iron into gold!

Mabel Hamilton, Innisfail
Promotion Committee Chairman

LOCAL PROMOTION BOOSTS BEEF'S PROFILE

Each year many small towns and rural areas have trade shows, expositions, rodeos and fairs held at various times throughout the year. The Beef Education Association (BEA) is a group of 12 enthusiastic women who travel hundreds of miles to attend these events and promote beef.

Beef samples are usually prepared and distributed allowing consumers a chance to taste the many ways beef can be prepared. Often people are greeted at the door by the smell of a sumptuous slow simmering beef stew, which draws them to the BEA booth. The result is a continuous crowd enjoying their beef sample while

learning about the product and the industry. The BEA booth displays educational information, such as *Eat Beef the Low Fat Way*, *Cattle Are Environmentally Friendly*, *Beef Nutrition* and *Beef By-Products*. The BEA coordinators are always there to answer your questions concerning beef, plus have available pamphlets, recipe booklets, handouts and door prizes.

Every area of the province is accessible to the BEA - all we need is advance notice of your trade show or fair, and we'll try to be there to promote our beef industry.

Carol Wilson, Killam
Beef Education Association President

VOLUNTEERS TELL AGRICULTURE'S STORY

Agriculture Week in March of each and every year since 1986 has seen hundreds of farmers, ranchers and people involved in the agri-food industry go back to the classroom in numerous schools throughout Alberta. These agriculture volunteers bring their props - which may include beef by-products, grain samples, veterinary supplies, wool, a stuffed rat, insects, or even a live calf - to grade four classrooms to teach the students the importance of agriculture.

This 45-minute Classroom Agriculture Program (CAP) continues to meet with success. Approximately 163,000 students participated by the end of the 1991/92 school year. This year alone CAP reached 975 classrooms in Alberta - the largest number to date. The 1991/92 theme of CAP was Partners, which will be used again for the upcoming year. CAP volunteers impress upon students the importance of the interdependence between farmers and ranchers and their partners in other businesses, such as bankers, accountants, veterinarians, truckers, grocery store employees and various other professions. The students are taught that farming and ranching today is a high-tech operation requiring the owners to be skilled managers.

The Classroom Agriculture Program is sponsored by these commodity groups: Alberta Chicken Produc-

ers Marketing Board, Alberta Egg Producers, Alberta Fresh Vegetable Marketing Board, Alberta Sheep and Wool Commission, Alberta Milk Producers Society, Alberta Canola Producers Commission, Alberta Turkey Growers, Potato Producers of Alberta, Alberta Pork Producers as well as the **MAJOR FUNDER, ALBERTA CATTLE COMMISSION**. Support is also given by way of a member sitting on the CAP committee by Alberta Women's Institutes, Alberta Women in Support of Agriculture and the Beef Education Association. The program has been widely publicized this year with excerpts from two presentations shown nationally on CBC-Midday and The Global Television Network. Requests have come from every province in Canada asking for our secret. It's our agricultural volunteers. Chances are, if you check with your local school, the grade four class has received the CAP presentation and the teacher will have nothing but the utmost praise for the program.

It is so very important that we teach our future consumers (and their parents by way of leave-behind material) about our agricultural industry. With your help we can keep the CAP program strong. Should you wish to be a classroom volunteer, please call the Alberta Cattle Commission office.

Judy Fenton, Irma
CAP Committee Chairman



**Public
Affairs
Chairman**

**Tony
Nichols**

PRESENTING A POSITIVE IMAGE

The Alberta Cattle Commission (ACC) public affairs committee has been quite active this past year with the completion of ongoing and new projects.

The *Recommended Code of Practice for Beef Cattle* booklet was distributed to all cattle producers.

We also finalized the Environmental Risk Assessment and have sent out the summary to all ACC delegates, Alberta legislative members, media and other inter-

ested parties. We are deciding now on how to proceed on areas of concern within the report.

Our committee was very concerned about possible negative effects from the publication and distribution of the book *Beyond Beef* by Jeremy Rifkin. To date it appears to be having very little adverse effect in Canada. The ACC worked with the Canadian Cattlemen's Association (CCA) on an issues management strategy to neutralize the anti-beef coalition.

The media reference package *Just Facts* has been updated in conjunction with the CCA. We are now in the process of distributing it to media and other audiences.

We have received a lot of interest in the possibility of setting up farm tours for urban environmental media to acquaint them with some of our agricultural practices.

We are supporting a one page advertisement along with the CCA, in a booklet being used by Intagra (PFRA and Ducks Unlimited) supporting soil conservation. It is being distributed through a trailer display and classrooms.

Our committee is supporting the development of the Alberta Foundation for Animal Stewardship. Agriculture groups are working together to take a positive and proactive approach in addressing the humane care and responsible use of animals for mankind's benefit.

A project that we have developed along with the Beef Education Association and the producer liaison committee called the *Lie Swatter* has been receiving a lot of media attention. This program will help our industry become more aware of false and misleading reports about the livestock industry. Through this program we are trying to make everyone aware of how to correct these lies.

I would like to thank all of my committee members and staff for the help and direction that has been given to complete all of our projects.

**Tony Nichols, *Castor*
Public Affairs Committee Chairman**



**Technical
Chairman**

**Fred
van Ingen**

MAXIMIZING RESEARCH BENEFITS FOR THE INDUSTRY

In 1991 Alberta cattle producers made a commitment to fund producer directed research. Producers answered 57 per cent in favor of the research referendum question.

Producers also indicated that they wished the research program to be directed towards market oriented research. In following this direction, the technical committee has funded research:

- using ultrasound to measure marbling ability and ribeye area in live cattle,
- developing alternatives to branding for permanently identifying cattle to improve hide prices,
- developing ways to guarantee tenderness of each carcass,
- developing ways to reduce shrinkage both in live cattle and carcasses,
- developing ways to improve the diagnosis and treatment of shipping fever, and

- on packaging methods to extend retail shelf life of beef.

Another area that the technical committee addressed was the acquisition of matching funds for beef research influencing national and provincial research directions. Through the cooperation of the Alberta Cattle Commission (ACC) and researchers conducting producer driven research, over \$170,000 of matching grants have been acquired in 1992. The committee will work extremely hard over the next year to improve this number.

One very positive by-product of producers taking a role in funding research has been producer impact on research priorities in provincial and national programs. Members of the technical committee have been asked to speak at research stations and provincial and national reviews. We believe that the committee is being asked and listened to because of producers' support. The committee will continue to influence research to ensure that programs are relevant to producer and consumer needs.

IMPACT OF THE PETROCHEMICAL INDUSTRY ON CATTLE PRODUCTION

At the 1991 fall zone meetings and annual general meeting, producers asked the ACC to look into the impact of the petrochemical industry on cattle production. We have addressed the resolution by developing a strong, well-researched, factual position to take to the provincial government. This has been done through surveying producers to determine the nature and extent of problems associated with the petrochemical industry. We have also asked members of the Alberta Environmental Centre and WDA consultants to assemble the scientific information.

PROTECTING ALBERTA'S ANIMAL HEALTH REPUTATION

The major animal health issue facing the beef industry in Alberta was the importation of elk infected with bovine tuberculosis (TB). Over the past year approximately 2,500 animals from 25 TB positive elk herds have been destroyed or are scheduled for depopulation. One herd, with approximately 90 infected animals, remains to be depopulated. Total compensation for elk depopulation in this outbreak exceeds \$15 million. The owner of one of the herds designated for depopulation has obtained an injunction to stop slaughter until a court hearing on Agriculture Canada's

decision to depopulate the herd has been resolved. In the meantime, the herd is in quarantine pending the court decision.

New regulations regarding compensation for depopulation due to TB will be in place November 1, 1992. Maximum compensation for purebred animals will be set at \$2,000. Compensation for grade cattle will be capped at \$1,500. Compensation for elk has been reduced to a cap of \$2,000.

Through the CCA we have been successful in arranging a national conference to look at the procedures involved in importation of animals including exotic species to ensure that our testing, permitting and quarantine procedures are based on the best science available.

It has been an interesting year as we worked hard to ensure that the research program developed in a way that will ensure that producers have an impact on the direction of beef cattle and beef products research. Much work remains as we finetune the process, but I am convinced that with producers' support, our research program will be very effective.

The dedication and many hours of work given by the committee members and staff are greatly appreciated.

***Fred van Ingen, Redwater
Technical Committee Chairman***

enhancing the economic well-being of the Alberta cattle producer



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from the
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up.